

Message Text

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PAGE 01 JAKART 03579 220442Z
ACTION EA-09

INFO OCT-01 ISO-00 EB-08 /018 W
-----220558Z 033350 /17

R 220306Z MAR 77
FM AMEMBASSY JAKARTA
TO USDOC WASHDC
INFO AMEMBASSY SINGAPORE
AMCONSUL MEDAN
AMCONSUL SURABAYA
SECSTATE WASHDC 9933

UNCLAS JAKARTA 3579

FOR OIM GARNITZ FROM BARDACH

EO 11652: NA
TAGS: BEXP, ID
SUBJ: AGRIQUIP 77--SEMINARS OUTSIDE OF JAKARTA

REF: A) STATE 33595, B) JAKARTA 2232, C) USDOC 3940

1. AS I MENTIONED TO YOU DURING SINGAPORE CONFERENCE, WE BELIEVE THAT ONE OF THE BEST WAYS TO GENERATE MAXIMUM ATTENDANCE AT, MOST WIDESPREAD PUBLICITY FOR AND GREATEST SALES OPPORTUNITIES DURING AGRIQUIP 77 WOULD BE TO HAVE TECHNICAL SALES SEMINARS IN MEDAN AND SURABAYA AS WELL AS SEMINAR SCHEDULED TO BE HELD IN JAKARTA CONCURRENT WITH AGRIQUIP 77. OUR CONSULATES IN THOSE MAJOR INDONESIAN COMMERCIAL CENTERS ARE PREPARED TO SUPPORT SEMINARS AND TO OBTAIN AN APPROPRIATE MIX OF ATTENDEES. HOWEVER, OUR REQUEST FOR OUT-OF-JAKARTA SEMINARS HAS BEEN REFUSED (SEE REFTTEL C) BECAUSE OF OIM RECRUITING DIFFICULTIES.

2. I AM AWARE OF PROBLEMS IN RECRUITING FOR SUCH SHOWS. HOWEVER WE STILL FIND IT DIFFICULT TO UNDERSTAND THAT BUSINESSMEN WHO ARE COMING LITERALLY HALFWAY AROUND THE
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WORLD WOULD NOT WANT TO WIDEN THEIR SALES THRUST BY ADDING 2-4 DAYS ONTO THE BEGINNING OF THEIR STAY IN INDONESIA IN ORDER TO PARTICIPATE IN SALES SEMINARS OUTSIDE OF JAKARTA.

3. ALTERNATIVELY, EMBASSY COULD MOUNT A "SPRECHTAGE" ACTIVITY ON AGRIQUIP 77 IN SURABAYA AND MEDAN WHICH

COULD POSSIBLY INCLUDE FILMS ON PARTICIPATING FIRMY
(IF SUCH FILMS ARE AVAILABLE). NEEDLESS TO SAY SUCH AN
ACTIVITY WOULD BE FAR LESS EFFECTIVE THAN A SEMINAR BY
INDUSTRY EXPERTS.

4. WOULD APPRECIATE OIM CONSIDERATION OF DECISION
TO DELETE OUR PROPOSAL FOR SEMINARS IN MEDAN AND
SURABAYA. POTENTIAL EXHIBITORS SHOULD BE URGED TO
CONSIDER OPPORTUNITY AVAILABLE TO THEM IN PARTICIPATING
IN OUT-OF-JAKARTA SEMINARS. SOME EXHIBITORS COULD GO
TO SURABAYA AND OTHERS TO MEDAN. WE BELIEVE THEIR TIME
WOULD BE VERY WELL SPENT.
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